

**South Park Stakeholders Group – SOBO Meeting**  
**Wednesday, March 6, 9:30 AM – 11:00am**  
**1100 S. Flower St. #3400, Los Angeles, CA 90015**

**Committee Members:** Bob Buente, Sonnet Hui, Paul Keller, Nate Nusbaum

**Staff/Contract:** Jessica Lall, Sergio Urena, Victor Gonzalez, Laura Hill, Laronnaia Jupiter

**Guests:** Michael Shawver, Drew Canniff, Terri Rubinroit, Tanner Blackman, Karla Ramos

***TOTAL Guests:*** 5

<b>Item</b>	<b>Discussion</b>
Public Comment/Introductions	Called to order by Bob Buente at 9:34 AM
<b><i>No Action Taken</i></b>	
Review recommendation to approve South Park Walkability scope of work  <b><i>No Action Taken</i></b>	<p>Metro has been highly cooperative; they are happy to see that we are taking the lead on revamping one of their stations. The areas we are looking to improve on are lighting – more energy efficient lighting; artistic components of the K-rail; the area around the chain-link fence where the train goes down into the tunnel. The idea is that any artistic components that are created are high-end that really cultivate the South Park community. Wayfinding and signage is the other big component to this – we'll be building off the styles and components of the MyFig Project. Overall things are going well. Thank you Sonnet for working with the Griffith team on legal; Mack Urban and Drew Canniff for helping guide the way as well.</p> <p>What's next up for this committee is to look up design elements at the next meeting, and have a specific breakdown of cost. The idea is that the BID will be the model for others.</p> <p><b>Tanner Blackman:</b> If you have to, package everything [art-wise] into one ask. The turnaround is quick to get it on the Cultural Affairs agenda. They can turn around reports in a few weeks if you need to get in and get on. Give yourself at least a month lead time to get on the agenda. If you're going the art permit route, you would only have authority over permitting regulations.</p>

	<p>New product includes anti-graffiti coating, can be wrapped around things like light poles, and won't require permitting. It's an easy way to subtly brand a district and will probably take off in a district like ours, where there is high graffiti volume.</p>
<p>Discussion: Update on The Spot @ Hope St.</p> <p><b>No Action Taken</b></p>	<p>We temporarily pushed back The Spot start date because we weren't sure that we would get it done in time but it may be a blessing in disguise because our partner, Carmen Zella with the DoArt Foundation, who is coordinating most of the programming for the park is in Spain for the entire month of April. It was a little daunting to think about going the first month without her. Start date now is April 24 which is in about 3 weeks. The Spot will also be used to support the local businesses that are in the area.</p> <p>Prank is expected to open the first week of June or mid-June, which would allow us to do something with them the latter half of the month. We'll have a rush hour DJ, playing classical music and work with other business to do rush hour specials to provide a more soothing experience. We are working with DT Dance to provide some anchor performances, Club Pilates wants to do some classes out there, Speedplay will do some classes; we will have rotating murals, spoken word events, definitely working with the Charter School to have some sort of recess out there when it's slower. We're also looking at doing some hanging art installation over at The Spot.</p> <p>Like anything, when it's a first of its kind of project, there are bumps in the road. We are starting a little later than anticipated but it's only 3 weeks late, and given everything that we've had to approve, it's not that bad.</p> <p>We were working with Placemeter on censor reading to help us collect data. About 2 weeks ago, they informed us that they no longer do this service, so we've had to quickly readjust to manual counting.</p> <p>We now officially have a permit.</p> <p><b>Terri Rubinroit:</b> Aside from a Speedplay class, are there plans to do a craft fair or a farmer's market?</p> <p><b>Jessica Lall:</b> DoArt is thinking of making the classes more picnic oriented. Farmer's markets require permits because of food. Given the size and the layout, it may be challenging, but those are the exact type of things we'd like to build out.</p>

	<p><b>Terri Rubinroit:</b> I feel like the programming thus far is geared towards a very specific crowd, and I would just like it to be more specific.</p> <p><b>Jessica Lall:</b> I hear what you're saying. We also want to be mindful not to program something every second of every day, because it's supposed to be a community resource for people to hang out.</p>
<p>Discussion: Pico Station name change</p> <p><b>No Action Taken</b></p>	<p>There is a station already named Pico Station on another line. The technical name is actually Pico-Chick Hearn Station. It costs roughly half a million dollars to change the name; requires a vote from the Metro board. There's definitely a cost difference between Convention Center and L.A. Live – private vs public entity- but there's a cost regardless to change all the signs. The BID doesn't have half a million dollars to work on changing the name, but I wanted to gauge interest, especially from our larger property owners in the District. We're not opposed to starting a fundraising campaign.</p> <p><b>Paul Keller:</b> If the name of the station is Pico-Chick Hearn, why doesn't it say Pico-Chick Hearn?</p> <p><b>Jessica Lall:</b> I don't know. They actually did do improvements last year. They changed the lights and extended the covering.</p> <p><b>Paul Keller:</b> We should find the next project opening and try to graft off of that. They'll have to change all the names on the materials anyway.</p> <p><b>Michael Shawver:</b> What do you want to rename it?</p> <p><b>Jessica Lall:</b> I think "South Park", or something with an asset like "Convention Center" makes sense.</p> <p><b>Paul Keller:</b> Ted [Tanner] said he has a guy who names all of their projects all over the world, and he said he would talk to him and get back to me. Maybe we can ask Metro to change it to Pico-Chick Hearn</p> <p><b>Jessica Lall:</b> Let's have a meeting and discuss options.</p> <p>It sounds like we're all on board to do something, and there are pockets to explore.</p>
<p>Discussion: Update on South Park Green Alley Pilot Project</p>	<p>We did a study a few years ago with the LA Sustainability Collaborative, and one of the fellows that worked on the study actually now works for Huizar – we did not plan that. The planning department and the City</p>

<b>No Action Taken</b>	<p>have given the Council office directive to figure out how to implement this.</p> <p>The BID was chosen as one of three partners to execute this project. We met with Mack Urban and the City and identified 2 alleys in South Park, which are the allies off of Pico up to 12<sup>th</sup> between Hill and Olive and Pico and 15th between Grand and Hope. The city wants us to do something quickly (goal is for both alleys to be done by the end of the year) so we know what works and what doesn't work. We have to identify the allies and see what we want to do figuring out standards for both alleys. The goal of the council office is to really encourage retail frontage off alleyways combined with the Public Works goal of storm water capture, permeable surfaces. We're looking at ideas like hanging green alleys—just things that make the alleys more attractive and less of a scary, smelly place.</p> <p>I want to give Josh, who is not here, a ton of credit. He's been working on all of these projects plus his own retail attraction.</p> <p><b>Nate Nusbaum:</b> Are there any BIDs who have successfully done the Green Alleys? I'd love to see some pictures.</p>
Update: <b>No Action Taken</b>	<ul style="list-style-type: none"> <li>• LADOT won a huge planning association award and the parklet was one of the projects listed.</li> <li>• The DourOne mural was featured in LA Magazine last week.</li> <li>• We are looking into Parklet #2.</li> <li>• Josh is running for the Business Seat in the DLANC election.</li> <li>• There is an LA5 Rotary Club event tonight. Jessica Lall will be speaking.</li> </ul> <p>Upcoming events:</p> <ol style="list-style-type: none"> <li>a. 4/13 9:00 AM – 10:30 AM SPII Committee Meeting</li> <li>b. 4/13 6:00 PM – 8:00 PM DLANC Town Hall</li> <li>c. 4/19 6:00 PM – 9:00 PM Barcito Green Carpet</li> <li>d. 4/27 6:30 PM – 8:30 PM Art Salon Series at PYO Gallery</li> <li>e. 4/28 8:30 AM – 10:30 AM Board of Directors meeting</li> <li>f. 5/11 9:00 AM – 10:30 AM DISI Committee Meeting</li> </ol> <p>Next meeting: June 6, 2016; 9:30 AM</p>
Adjournment	Adjourned at: 10:40 AM Minutes recorded by: Priscilla Hsu